

The original documents are located in Box 9, folder “Bicentennial” of the Robert T. Hartmann Files at the Gerald R. Ford Presidential Library.

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August 20, 1974

MEMORANDUM FOR THE PRESS SECRETARY TO THE PRESIDENT

The WASHINGTON STAR-NEWS has requested a personal interview with the Administrator of the American Revolution Bicentennial Administration, Mr. John W. Warner. The second meeting of the Board of the Administration will be held on Capitol Hill on Thursday of this week, 22 August, and the interview has been requested for noon of the same day. As the minutes of this meeting are in the public domain, Mr. Warner must make himself and the minutes available to the press.

The STAR has indicated that these questions will be asked, in addition to the coverage of the meeting:

1. How does President Ford feel about the Bicentennial and Mr. Warner? Have they discussed it at all?
2. When will the names of the Board and the Council be made public? What is their composition -- how many women, men, blacks and other ethnic groups?
3. Has the Deputy been selected? If so, is it a woman? Is the Deputy black or white?
4. It's been a long period since passage of Public Law 93-179; consequently, if there is to be a further delay in these important appointments, what are the reasons?

Note: For possible background, there is attached the Administrator's letter to the President of August 9th.

In the past Mr. Warner has carefully referred all such questions relating to Presidential decisions to the White House. He requests guidance for this interview. If he is to respond, he further requests that a member of the White House press staff work with him beforehand in the preparation of the answers.





August 9, 1974

Dear Mr. President:

As you assume the leadership of our Nation, be assured that the American Revolution Bicentennial Administration is redoubling its efforts to fulfill its responsibilities to inspire all Americans, in their planning and preparations for a commemoration of our 200th anniversary as befits the greatness and dignity of our Nation, since the observance of our Bicentennial provides an unusual and timely means for reaffirmation of our basic values and for reconciliation among our people.

Underlying all our efforts and those of the millions of Americans now involved in Bicentennial is our Nation's focus upon the lasting values of the three great documents which form the foundation of our republic -- the Declaration of Independence, the Constitution and the Bill of Rights. In the judgment of our people, this blueprint of our government has withstood all tests. History has demonstrated once again that it was drawn properly by the Founding Fathers and will continue indefinitely to support this Nation.

In just a few weeks, beginning September 5th, celebrations will be held commemorating the 200th anniversary of the First Continental Congress. This is a most appropriate event, to initiate the Nation's Bicentennial era.

Bicentennial is in essence the laying of the cornerstone of America's third century.

Respectfully

John W. Warner
Administrator

The President
The White House
Washington, D.C. 20501



THE WHITE HOUSE

WASHINGTON

From: Robert T. Hartmann

To:

Jack Marsh

Date:

12/17

Time

a.m.

p.m.

I believe, baby,
Bicentennial has
been returned
to its rightful
father x
Pls handle x



THE WHITE HOUSE

WASHINGTON

DEC 13 1974

MEMORANDUM FOR:

ROBERT T. HARTMANN

FROM:

ROY L. ASH

SUBJECT:

We/ the People -- A Bicentennial
Project

Paul Sonnabend came in to see me on the above project, and I told him I would refer it to you. Sonnabend's idea is that the Fair would be a cooperative effort between the Government and the private sector, and he's hoping that someone will help him in obtaining government funds for the project from various agencies. Apparently, he's already had considerable discussion of the idea with Rog Morton.



SONESTA INTERNATIONAL HOTELS CORPORATION

OFFICE OF THE PRESIDENT

6 December 1974

Mr. Roy Ash
Director
Office of Management and Budget
The White House
Washington, D.C.

Dear Mr. Ash:

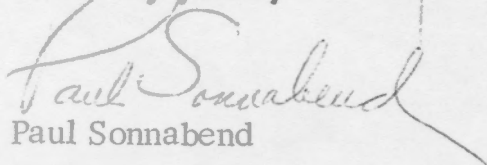
I do want you to know how much I appreciate the time given to me on Tuesday to discuss my proposal, WE, THE PEOPLE with you. I hope that some of my enthusiasm can be shared because I truly believe that this can be the most memorable event to take place in the United States during the Bicentennial Year and that there can be a long-term legacy from this project which could cause some meaningful change in our country in the future.

You indicated that you would bring this to the attention of Mr. Robert Hartmann with the hope that he might become interested and help in obtaining government funds from various agencies. As I indicated to you, this Fair should be a cooperative effort between government and the private sector and, therefore, if I could raise about one million dollars in government funds I believe that I could certainly raise the other two million from foundations, individuals, and businesses.

Enclosed are two additional copies of our proposal for your use.

Once again, thank you for your interest and cooperation.

Sincerely yours,


Paul Sonnabend

Enclosures




MEMORANDUM

FEB 19 1975


THE WHITE HOUSE
WASHINGTON

February 19, 1975

MEMORANDUM FOR:

 JACK MARSH

FROM:

JERRY WARREN 

Thought you would be interested in seeing the attached correspondence concerning the Bicentennial.

Robert P. Keim
President

The Advertising Council Inc

825 Third Avenue
New York, N.Y. 10022
212-758-0400



New York
Washington
Los Angeles

February 14, 1975

Mr. Gerald L. Warren
Assistant Press Secretary
The White House
1600 Pennsylvania Avenue
Washington, D. C. 20500

Dear Jerry:

You'll recall that we had received a proposal from John Warner of the American Revolution Bicentennial Administration for a major campaign in support of their program, which Jim Holland had endorsed.

A copy of my reply to Mr. Warner is enclosed and I'd be happy to discuss this with you further.

Many thanks for the excellent cooperation on our Washington Conference. Lew has kept me informed and it seems to be shaping very nicely indeed.

With kind regards.

Cordially,

RPK/jo
enc.

cc: Lewis Shollenberger
Collingwood Harris
Gordon Kinney



Robert P. Keim
President

The Advertising Council Inc

825 Third Avenue
New York, N.Y. 10022
212-758-0400



New York
Washington
Los Angeles

February 10, 1975

Mr. John W. Warner
Administrator
American Revolution Bicentennial Administration
736 Jackson Place, N. W.
Washington, D. C. 20276

Dear Mr. Warner:

The Chairman of the Campaigns Review Committee of our Board of Directors has asked me to transmit to you the views of his Committee and our Directors regarding your request for Council assistance in a national Advertising Council campaign in support of the Bicentennial.

First, let me tell you again how interested our Directors were in your personal presentation at our Board meeting, and explain to you that the Campaigns Review Committee is the key Board committee to which all requests for major assistance are referred for study and recommendation. Also, we appreciated having copies of the written description that you supplied us.

As you know, all of us at the Advertising Council have given much attention and consideration to the proposal of a Bicentennial Campaign, both recently in response to your appeal, and throughout the past two years as a result of earlier meetings with your predecessors.

I was asked to report to you that it is the view of our Directors that the specific actions and assignments that you suggested and outlined for the Council to take do not appear to be appropriate or suitable to a major public service advertising campaign of the type that this Council traditionally conducts.

In expressing this view, they are referring to the proposal that such a campaign "develop a desire by all Americans to read and comprehend the three great documents, etc.", and to such generalized goals as "to instill within the individual

American citizen a feeling of desire to volunteer services and time to participate on a local level in some Bicentennial activity." While these aims are, of course, worthwhile and proper, they simply did not impress my associates as being the kind of vital, central message that would lend itself to an all-out Council effort.

You may well ask what would our Board consider to be a Bicentennial-supportive action message that would have a genuine sense of importance and public interest and one that the media would want to support with the broadest exposure? It is our recommendation that we develop, together with your office, a Bicentennial campaign that would have as its thrust the urging of American citizens to observe and participate in our nation's 200th birthday in a very meaningful way, by fully exercising their voting franchise -- by studying the issues, registering, voting, and participating in the free election process by working for the parties and candidates of their choice.

This proposal, of course, is precisely the one made to your office earlier, and now we are asking you to give it your renewed and fullest consideration. As you can see, our Directors' recommendation that we come back to you and repeat this idea does underline clearly the strength of their conviction that such a campaign would, by all odds, be the most constructive contribution that the Council could make to the Bicentennial.

Clearly, a Bicentennial Register and Vote campaign would reflect and support perfectly, and embody in a dramatic way, the three phases you described -- Heritage 76, Festival 76 and Horizons 76. And it would add a dimension to your entire program on a national and local level, that seems to be missing at this stage, since no one has come forward with a plan like this.

From our past experience, we are confident that the media will rally to such a patriotic and timely campaign, giving it top priority and exceptional exposure through contributed advertising space and time. And we will have no problem in enlisting an outstanding volunteer advertising agency to

create and develop exciting and effective materials for all media. Also, our experience in past Register and Vote campaigns shows that hundreds of organizations across America look forward eagerly to supporting such a project.

There are a number of points I could delineate which would further explain and strengthen this proposal of ours, and I will be happy to meet with you and your associates to describe fully the extent and broad opportunity our campaign holds for ARBA. However, in studying carefully your written presentation for the Advertising Council (Blue Book), we were struck by the moving paragraphs on pages 21 and 22 under Horizons 76. They seemed to us to sum up well the responsibility of all of us to do something specific in 1976. I have attached copies of these pages to my letter and ask you to re-read them.

Surely a Bicentennial Register and Vote campaign would do more than almost anything else to carry out the appeals contained therein:

"We need to involve each citizen in the decision-making process that affects his life, his liberty, his pursuit of happiness.

"We need to re-affirm our commitment to insure that our basic liberties are a fact of life for every American today and for generations to come."

I feel confident that an ARBA-Council campaign would dramatize these goals in an unprecedented way, and would increase the involvement and participation of millions of Americans in the Bicentennial and in the process that exemplifies perhaps our most precious freedom -- Freedom of Choice -- Freedom to elect our own representatives who make our Democracy work.

We were also impressed with significant remarks made by you to our Board, when you assured us that your Administration is a non-partisan organization -- that politics was completely removed -- that your Board represents all political parties, etc. To us, this removes all roadblocks and makes ARBA's sponsorship of this campaign ideal and proper.

Mr. John W. Warner

-4-

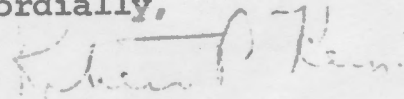
The Advertising Council Inc

Needless to say, there will be much commercial advertising heralding the Bicentennial. And many of our own on-going public service campaigns plan a Bicentennial theme in their advertising. But unless we, together with your agency, develop advertising that urges citizens to observe our nation's 200th birthday by participating in the democratic process, all the public relations and publicity may well be for naught.

We therefore call upon you and your own Board to consider our proposal carefully. It is our sincere hope that you will agree to take the leadership in this vital effort, and let us assist you in a citizen action project of which you and we will all be proud.

I look forward to hearing from you at your convenience. If possible, we would like to have our Campaigns Review Committee make a report on our proposal, and your response, at the Council's next Board of Directors meeting, which will be held Wednesday, February 26th.

Cordially,



RPK/jo
att.

cc: Gibson McCabe
Thomas B. Adams
Dr. Howard A. Rusk
Sydney Eiges
Daniel Buser
Gordon Kinney
A. C. Podesta
Dean Fritchen
Lewis Shollenberger



BY SETTING GOALS TODAY

Water quality improvement programs, community and national clean-up campaigns, tree planting projects, environmental policy symposia, inventories of natural areas, exhibits and expos are all underway. Relatively unknown outside professional circles ten years ago, the terms "environmental impact" and "Biotic communities" are common in today's ecologically concerned and environmentally aware society. The Bicentennial seeks to inspire the people of the United States and the nations of the world to think about man's relationship with the earth and to develop rational policies for meeting the needs of Century III. '76 is a time to set goals in all areas of human endeavor--not just the environment. '76 is a time to plan with the citizens of the world--not just among ourselves. AS WE CELEBRATE OUR INDEPENDENCE, WE NEED TO DECLARE OUR INTERDEPENDENCE.

AND LET IT BEGIN WITH ME

The Bicentennial is a national opportunity. It is an individual opportunity. It is a chance to decide today where we will move tomorrow. It is a challenge for our national institutions to move with intelligence into the Third Century but more importantly, it is an individual challenge to each of us to take on the responsibilities of our citizenship. Every citizen can commemorate 200 years of the national experiment of democracy by insuring that he and his neighbors participate in that experiment. Each of us has a responsibility to involve himself in the planning at the local level that will provide for a thoughtful movement into the future. WE NEED TO INVOLVE EACH CITIZEN IN THE DECISION-MAKING PROCESS THAT AFFECTS HIS LIFE, HIS LIBERTY, HIS PURSUIT OF HAPPINESS.

BY SECURING THE BLESSINGS OF LIBERTY

"We the People of the United States, in order to form a more perfect union, establish justice, insure domestic tranquility, provide for the common defense, promote the general welfare, and secure the blessings of liberty to ourselves and our posterity, do ordain and establish this Constitution of the United States of America." We the People of the United States are Black, White, Red, Yellow, Brown. We the People of the United States are young, middle-aged, white collar, blue collar. WE NEED TO RE-AFFIRM OUR COMMITMENT TO INSURE THAT OUR BASIC LIBERTIES ARE A FACT OF LIFE FOR EVERY AMERICAN TODAY AND FOR GENERATIONS TO COME.

FROM THE INNOVATIONS OF TODAY

Our Forefathers came together to form a new society, a more perfect union. Our commitment today is to continue that task. Today, like yesterday, is a time for aspirations to be realized, to coax old dreams into reality. Today, like yesterday, is a time to define where we will take the future of our civilization. Many of the dreams of our society, while not yet broadly fulfilled have tangible evidence--in innovative health care programs, in urban homesteading, in new communities, in model transportation systems, in water treatment plants--which taken together, provide a pattern for our future and make a statement of what we are capable of attaining in the years to come. WE NEED TO PUT THEM ON DISPLAY; WE NEED TO FORM THE FUTURE FROM THE EXPERIMENTS OF TODAY.

April 30, 1975

Dear Mr. Anderson:

At the suggestion of Mr. C. B. Dix I am enclosing a copy of the President's recent Bicentennial message together with his photograph.

The President was happy to learn of your Bicentennial plans and hopes the enclosed will be of use to you in this effort.

With every good wish,

Sincerely,

Eliska Hasek
Director
Office of Presidential Messages

Mr. Andy Anderson
President of Madison
College DECA
Madison College
Harrisonburg, Virginia

Enclosure large, color matted photo of President w/inscription: Gerald R. Ford;
cy of Bicentennial message.

EH:sar


CC: John Marsh/Robt. Hartmann/CF



THE WHITE HOUSE
WASHINGTON

11/15/75

TO: Bob Hartmann

FROM: PAUL THEIS 

FYI

MEMORANDUM

THE WHITE HOUSE
WASHINGTON

November 14, 1975

MEMORANDUM FOR PAUL THEIS

FROM: ELISKA HASEK



This is to follow up on yesterday's discussion with you re further expanding the number of messages sent out directly over the President's signature.

As of now, I am, at your request, including for Presidential signature those bonafide local, state and regional organizations and events which in previous years have been acknowledged on behalf of the President by an appropriate Cabinet Secretary or member of the White House staff.

Obviously, this expansion will still exclude messages of a commercial or non-political fund-raising nature or those where there is derogatory information on either the organization or the event.

May I also add that, to the best of my own ability and with the support of my hard-working staff of three, I will do the utmost to maintain the same high standards of research and writing so that the President's written statements may continue to be accurately and articulately presented and meet required deadlines.

THE WHITE HOUSE
WASHINGTON

November 18, 1975

Mr. Hartmann:

Mr. Marsh is having a meeting on Nov. 20 time set tentatively at 3:00 p.m. in his office to go over the Presidential message department's guidelines and the influx of Bicentennial mail.

I spoke with Russ who told me that fissures have developed where a request is made for Eliska Hasek to prepare a message, she won't do it for X reason and then that person who requested it be done goes ahead and does it on his own which is not right.

Mr. Marsh will be there as will Russ, Paul Theis, Eliska Hasek, Dr. Marrs, Milt Mitler. They want you to come very badly so that you are there when suggestions are made and new guidelines are established in an office under your jurisdiction.

Gail

Please see attached memos.
J.

THE WHITE HOUSE

WASHINGTON

November 14, 1975

MEMORANDUM FOR:

BOB HARTMANN ✓
PHIL BUCHEN
JERRY JONES
JIM CONNOR
JIM CANNON
MAX FRIEDERSDORF
ROLAND ELLIOTT

FROM:

TED MARRS 

The flow of correspondence concerning the Bicentennial is increasing at a rapid level. In many cases, several White House offices are receiving similar correspondence from the same person or group.

In order to avoid duplication of response, I would appreciate it if your people could be advised to send such Bicentennial correspondence to or at least coordinate with Milt Mitler in the Bicentennial Office (Room 191, OE0B, Ext. 2800, IO-361).

At the same time, your recommendations concerning appropriate response will also be appreciated.

THE WHITE HOUSE
WASHINGTON

November 21, 1975

11/24/75
Returned
orig To Russ
Rourke.
mm

MEMORANDUM FOR: ✓ BOB HARTMANN
TED MARRS
RUSS ROURKE

FROM: JACK MARSH *Jack*

SUBJECT: Bicentennial Messages

In reference to the conversation we had yesterday with Eliska Hasek, it seems to me that Bicentennial messages that are incorporated in publications, such as yearbooks, would be a very helpful thing.

Therefore, it seems to me that it would be useful to follow-up on this type of request and see if they cannot be honored.

Russ Rourke
*I don't quite understand
this memo + Am
supposed to do something
about it?*



RTA

THE WHITE HOUSE

WASHINGTON

November 24, 1975

MEMORANDUM FOR: JACK MARSH
BOB HARTMANN

FROM: TED MARRS *TEM*

SUBJECT: BICENTENNIAL MESSAGES

Your suggestion concerning Bicentennial messages for publications, yearbooks and the satisfaction of other significant requests, has been implemented.

We are using the message attached, which is intended for special printing, as a typewritten message with the final paragraph modified to fit the group to which it is being sent. I believe this will satisfy the requirement and permit us to respond to all requests which merit a Presidential message for the Bicentennial.

Attachment



THE WHITE HOUSE
WASHINGTON

November 21, 1975

NOV 24 1975

MEMORANDUM FOR: BOB HARTMANN
TED MARRS
RUSS ROURKE

FROM: JACK MARSH

SUBJECT: Bicentennial Messages

In reference to the conversation we had yesterday with Eliska Hasek, it seems to me that Bicentennial messages that are incorporated in publications, such as yearbooks, would be a very helpful thing.

Therefore, it seems to me that it would be useful to follow-up on this type of request and see if they cannot be honored.



A Bicentennial Message

*By the President of the
United States of America*

July 4, 1976 marks the beginning of our Third Century — as an INDEPENDENT NATION and the 200th Anniversary — of the AMERICAN REVOLUTION. For two centuries *our Nation has grown, changed and flourished*. A diverse people, drawn from all corners of the EARTH, have joined together to *fulfill the Promise of Democracy*.

AMERICA'S BICENTENNIAL is rich in History and in the *promise and potential* of the years that lie Ahead. It is about the events of our PAST, our ACHIEVEMENTS, our TRADITIONS, our DIVERSITY, our FREEDOMS, our form of GOVERNMENT and our continuing COMMITMENT to a better LIFE for all AMERICANS. The BICENTENNIAL offers each of us the OPPORTUNITY to join with our fellow CITIZENS in *honoring the Past and preparing for the Future* in COMMUNITIES across the Nation. Thus, in *joining together as RACES, NATIONALITIES, and INDIVIDUALS*, we also retain and strengthen our TRADITIONS, BACKGROUND AND *personal FREEDOM*.

As we lay the cornerstone of AMERICA'S Third Century, your very SPECIAL PART in this great National UNDERTAKING IS MOST COMMENDABLE.



THE WHITE HOUSE

WASHINGTON

Next year marks the beginning of our Third Century as an independent Nation as well as the 200th Anniversary of the American Revolution. For two centuries our Nation has grown, changed and flourished. A diverse people, drawn from all corners of the earth, have joined together to fulfill the promise of democracy.

America's Bicentennial is rich in history and in the promise and potential of the years that lie ahead. It is about the events of our past, our achievements, our traditions, our diversity, our freedoms, our form of government and our continuing commitment to a better life for all Americans. The Bicentennial offers each of us the opportunity to join with our fellow citizens in honoring the past and preparing for the future in communities across the Nation. Thus, in joining together as races, nationalities, and individuals, we also retain and strengthen our traditions, background and personal freedom.

As we lay the cornerstone of America's Third Century, your very special part in this great national undertaking, the production of a Bicentennial edition of THE BELL for the 1976 class of the United States Army Command and General Staff College, is most commendable.

OFFICE OF THE WHITE HOUSE PRESS SECRETARY

THE WHITE HOUSE

REMARKS OF THE PRESIDENT
IN HIS
BICENTENNIAL MESSAGE

THE OVAL OFFICE

3:41 P.M. EST

Good evening.

We stand tonight at a very important threshold. Within the next few hours, we will usher in not only a New Year, not only the final quarter of the 20th century, but a fresh new chapter in American history, our third century as a Nation.

Behind us lie 200 years of toil and struggle, 200 years of accomplishment and triumph. We remain, in Lincoln's words, "The last, best hope of earth." But, what lies ahead? Shall we let the coming year slip into the record books virtually unnoticed and undistinguished except for the fanfare of a gigantic birthday party? Or, shall we make 1976 the beginning of a very special time, a time that sparks a renaissance of the American spirit, a time of rededication to liberty and justice for all Americans, a time that revives and strengthens the universal human yearning for freedom all over the world.

This is the very central question that we face tonight. Let's each of us, in the days ahead, consider what answer we shall give in our own personal lives. Remembering the heritage of 200 years, let us ask what we must do to earn an honored place in the memories of the generations to come.

Then, let us resolve that 1976 shall be the year that Americans reunite in the age old commitment to liberty for ourselves and for the peoples all over the world.

Thank you, and may God bless you with a happy New Year.

END (AT 3:43 P.M. EST)

OFFICE OF THE WHITE HOUSE PRESS SECRETARY

THE WHITE HOUSE

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IN HIS
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Thank you, and may God bless you with a happy New Year.

END (AT 3:43 P.M. EST)

JANUARY 2, 1976

Office of the White House Press Secretary

THE WHITE HOUSE

THE BICENTENNIAL YEAR

- - - - -

BY THE PRESIDENT OF THE UNITED STATES OF AMERICA

A PROCLAMATION

In the year 1776, the people of our land dedicated themselves in word and deed to the principles of liberty, equality, individual dignity, and representative government. It was a hectic but heroic beginning of a process which led to the creation of a great Republic symbolizing then, as it does today, the hope of the future.

The year 1776 was a year of revolution, not merely in the rejection of colonial rule, but in the thoughtful, eloquent, and enduring expression of a government to foster and perpetuate the development of a free and independent people.

Now, two hundred years later, we have settled our continent and turned our vision to the limits of the universe. We are the richest nation in the world -- rich in our resources, rich in our creativity, rich in our strength, and rich in our people -- from our Native Americans to those who have come from every country on earth to share in the hope, the work, and the spirit of our Republic.

The challenges faced by our forebears were not only to their physical capabilities but also to their faith in the future. Their response to these challenges affirmed their deep belief that by their actions they could create a better world for themselves and those that would follow. As we enter America's third century, let us emulate in word and deed, their resolve and vision.

NOW, THEREFORE, I, GERALD R. FORD, President of the United States of America, do hereby proclaim the year of our Lord nineteen hundred seventy-six as The Bicentennial Year. Let 1976 be a year of reflection, a year of sharing, and foremost, a year of achievement.

I urge all Americans to reflect, from time to time during this Bicentennial Year, on the historic events of our past, on the heroic deeds of those whose legacy we now enjoy, and on the compelling visions of those who helped shape our constitutional government.

I call upon educators, clergy and labor, business and community leaders, as well as those in the communications media, to review our history and publicize the shaping events, people, and ideas of our historic beginnings.

I call upon every man, woman, and child to celebrate the diversity of tradition, culture and heritage that reflects our people and our patrimony. Let each of us resolve to cherish and protect what we have achieved in

more

the United States of America and to build upon it in the years ahead, not by words alone, but by actions which bespeak a continuing commitment to a heritage of individual initiative, creativity, and liberty.

IN WITNESS WHEREOF, I have hereunto set my hand this thirty-first day of December, in the year of our Lord nineteen hundred seventy-five, and of the Independence of the United States of America the two hundredth.

GERALD R. FORD

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JANUARY 2, 1976

Office of the White House Press Secretary

THE WHITE HOUSE

THE BICENTENNIAL YEAR

- - - - -

BY THE PRESIDENT OF THE UNITED STATES OF AMERICA

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more

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GERALD R. FORD

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75 CENTS

JANUARY 12, 1976

U.S. News & WORLD REPORT®

THE UNITED STATES NEWS®

WORLD REPORT®

RIPIN COPY

HERE COMES '76!

INSIDE: **America's 200 Years in Pictures**



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